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Pay-per-view: opportunity or threat?

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Pay-per-view: Opportunity or threat?

*18th International Learned Journals
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Pay-per-view: summary

- E-publications: a reality of our times
- E-commerce: killer app?
- Pay-per-view: a viable alternative
- Pay-per-view: publisher's perspective
- NRC Research Press' experience
- A view on what's next
- Concluding remarks

Embracing e-publications

- Reality for STM publishing
- New functionalities of e-publications
- Timeliness of e-publications
- Universality and reach of e-publications
- Challenges for learned and professional society publishers

E-commerce: killer app?

- Internet/Web transactions growing exponentially
- Customers accustomed to online purchasing
- Online bookstores, book vendors and selective publishers leading with transaction-based services
- Libraries offering more online collections, mostly through licensing

Pay-per-view: an alternative to information explosion and increasing user costs ?

- Proliferation of information: journals & articles
- “Serials” crisis in libraries: more costs, less access, less budgets
- Limitations with current licensing or subscription models for e-journals
- Transformation in e-publishing: is the *article king*?

Pay-per-view: publisher's perspective

- More STM information in digital form = more opportunities for value-added services
- Potential for wider readership because of greater accessibility
- Variety of pricing, packaging and delivery options
- Supplemental revenues
- Innovative in meeting demands of customers: libraries, readers, society members

NRC Research Press & Pay-per-view

- Largest S&T publisher in Canada
- E-journals available since 1998
- Pay-per-view offered since 2000
- Critical steps
 1. Technical development & implementation
 2. Pricing / Managing risks
 3. Delivery options

NRC Research Press & Pay-per-view (2)

- **Outcomes**
 - Technical and business implementation more difficult than anticipated
 - Usage is small
- **Opportunities**
 - CrossRef linking may lead to greater usage
 - Offer Pay-per-view with our license agreements
 - Negotiate with aggregators Pay-per-view options

A view on what's next

- More e-publications and e-commerce influencing pricing and delivery options of publishers
- More use of archival and current articles
- More Pay-per-view (instant gratification & selective access)
- Possibly lower prices with increasing use of micropayments

Pay-per-view – Leaving the door open

- Pay-per-view can be one of the alternative delivery model
- Return on investment still an issue
- Leveraging and partnering offer best solutions for small publishers
- One of the fastest growing delivery option: 33% of e-journals are accessible through Pay-per-view